IMMUNITY FROM COLDS

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Immunity from colds

This pamphlet gives an account of a method of preventing and treating the common cold that has been used successfully on a very wide scale. The common cold is more than an individual affliction, it is a social nuisance. Yet, just because it *is* "common," it is regarded as an unavoidable evil, and few people take seriously the question of its prevention and efficient treatment. In point of fact the common cold causes more economic loss to any given community than any other single disease, although other diseases, being rarer and more dramatic, get a lot of attention, while the common cold is allowed to take its toll practically unchecked. Unfortunately, few people take

seriously the advice to go to bed when suffering from a cold, and so long as the occluded nose is permitted to sneeze at large, the cold will continue to be common.

THE IMPORTANCE OF PREVENTION

Modern science is paying more and more attention to the prevention rather than the cure of things which threaten to injure humanity. Safety devices in factories are regarded as of greater value than first aid stations. Medicine follows suit. The incidence of many hitherto prevalent diseases has been reduced enormously by the discovery of means of *prevention*, and it is now possible to say that, for many people, the common cold may be included in the list of those maladies from which it is unnecessary to suffer. It must be borne in mind that by preventing colds, one is really accomplishing much more. It is well known that a cold frequently is the beginning of much more serious illnesses, such as bronchitis, pneumonia and acute and chronic diseases of the ears, which are both dangerous and difficult to treat. More than half the ills from which humanity suffers are due to diseases of the respiratory system, and many of them start with—a cold.

One medical writer has estimated that, on the average, every member of a given community has at least two colds every year. It is no respecter of persons, but attacks all alike; interfering with business and social engagements; causing a more or less prolonged period of distress and annoyance; undermining the general health of the victim and generally causing a degree of havoc which makes its control and prevention one of the primary duties of a civilised community.

WHAT IS A "COMMON COLD" EXACTLY?

For an answer to this question, the layman turns to the physician and the physician turns to the bacteriologist. And the answer given by the bacteriologist sounds formidable

indeed to unaccustomed ears. We are told: "The absence of any demonstrable organism in the early stages of a cold led to the supposition that a filter passing virus might be the infective agent, and it now seems probable that the early stages of most colds are, in fact, caused by a filter passing virus, and that, subsequently, bacterial invasion takes place giving rise to the secondary manifestations. The organisms present during the secondary or purulent stage of coryza consist usually of staphylococci and streptococci, but many others, such as pneumococci, M. catarrhalis, B. influenzæ, etc., may also be present." Well, there you have it, and the question is—what can be done about it? After all, to know what causes a cold is not half so important as to know the answer to the question: "How can I escape having colds?"

No matter how opinion may differ as to the actual cause of a cold, there is one fundamental factor which is common to every cold, namely a failure on the part of the body to resist infection. When people catch colds, it is because the natural defences of the body have been unable to resist and overcome the invading organisms. It is evident, therefore, that the prevention and treatment of colds is bound up with the question of how to augment and increase the natural defence mechanisms of the body. These co-called defence mechanisms are very varied and complex, the precise details of their action are not yet fully known and understood.

THE DISCOVERY OF SEROCALCIN

Some fifteen years ago, research work was being carried out to determine the effect of certain plasma precipitates and coagulates in serious diseases caused by bacteria. It is of no interest here to describe this research. Suffice it to say that during the course of the investigations a large group of patients, normally very susceptible to colds, exhibited remarkable freedom from colds whilst they were being given one of these compounds. Attention was concentrated on this observation and, after further research, a product was finally elaborated which showed maximum activity in protection against and treatment of the common cold. This substance was called SEROCALCIN. In scientific language,

the composition is stated by saying that it is a mixture of 1:2:4: and 1:2:5: guaiacol sulphonic acid precipitated bovine plasma. The method by which this substance acts is not precisely understood. It is suggested that it assists the natural defence mechanisms of the body by stimulating or augmenting their activity.

THE RESULTS WITH SEROCALCIN

Tablets of Serocalcin were then prepared and submitted for use by physicians, who were asked: "Will the administration of Serocalcin tablets to an individual susceptible to colds protect him against colds?" The evidence provided by that first winter gave the answer: "In most cases, yes."

In addition to its value in preventing colds, Serocalcin gave equally satisfactory results in controlling existing colds. Since that memorable winter, Serocalcin has been used on an ever increasing scale by thousands of physicians throughout the British Empire. As it became more and more widely known, its use was extended to hospital staffs, schools, industrial organisations and the general public. The demand has increased every year. During the war, millions of Serocalcin tablets were used in factories to avoid loss of production due to absenteeism from colds.

In the spring of 1939, physicians who had been using Serocalcin and keeping careful records, were good enough to provide the following statistics covering 851 cases—just ordinary people who considered themselves unusually susceptible to colds. Here are the figures:—

PREVENTION

			Percentages
Number of cases treated ...	550		
Cases receiving at least four months' protection ...	319	= 58%	86%
Cases in which colds were less frequent	152	= 28%	
Failures	79	= 14%	

TREATMENT

		Percentages
Number of cases treated ...	301	
Cases in which colds cleared up in 48—72 hours	196 = 65%	87%
Cases in which colds cleared up more quickly than usual ...	67 = 22%	
Failures	38 = 13%	

Total number of cases reported, 851.

Similar reports have been received from industrial and school medical officers. Constant and increasing use for many years under all kinds of varying winter conditions, in climates as different as those of England, Canada, South Africa and Australia, continues to provide the same convincing evidence of the value of Serocalcin. In the majority of cases, the results are entirely satisfactory, but it should be emphasised that at no time has it been suggested that Serocalcin is infallible. In some cases, the product appears to have no effect. In others, Serocalcin does not give complete protection against colds, but shortens the number and duration of the attacks that do occur.

It is also important to remember that Serocalcin is offered solely for the prevention and treatment of the ordinary acute attacks of the common cold. It is *not* suggested that Serocalcin exercises any beneficial effect in influenza (which is quite different from the common cold), chronic catarrh, bronchial and allergic conditions of the respiratory passages, coughs, etc. All these conditions must be referred to a physician for treatment.

METHOD OF USE

Serocalcin is available in the form of chocolate-coated tablets, each containing 0.035 of the active plasma precipitate together with 0.165 gm. of excipient, and is thus convenient, easy and pleasant to take. There are no "drugs" in Serocalcin, and the preparation is suitable both for adults and children. In fact, the results with children are particularly good.

Serocalcin has two distinct uses : prevention of colds and treatment of existing colds.

FOR PROTECTION AGAINST COLDS : The usual dose, for children as well as adults, is two Serocalcin tablets daily for 30 consecutive days—one in the morning and one in the evening, after food. (For children under five years of age, one tablet daily for 30 days is usually sufficient.) In the majority of people, this course provides immunity against colds for a period of three to four months. Where colds do happen, they are less in number and severity and usually respond promptly to Serocalcin treatment. The best time to take the prophylactic course is during September. The course should be repeated in January.

FOR TREATING A COLD : The usual dose is three tablets, taken just after meals, three times daily, i.e., nine daily in all. For children two tablets after meals, three times daily. Experience has shown that the majority of colds so treated clear up within 48 to 72 hours. For best results, treatment must commence at the very first signs of an impending cold. Once the cold is firmly established, it is much more resistant to treatment, and administration of Serocalcin may be necessary for a longer period.

The dosage given above is that which gives satisfactory results in an average case. Some Serocalcin users find that they get better results by varying the dosage slightly to suit their individual requirements. Many people keep a small supply of Serocalcin tablets at hand after the prophylactic course is finished so that they may be used in the treatment dosage if, during the ensuing three or four months, there is the slightest sign of an impending cold. This " combined " use of Serocalcin, employing its prophylactic and treatment properties, gives excellent results and is the most efficient method of using the product.

PRICES : Serocalcin is available at present in packages of 60 tablets at 8s. 5½d., and 20 tablets at 3s. 4½d., both prices inclusive of Purchase Tax.

RESULTS

What the Medical Profession says about Serocalcin

I thought you would be interested to know that my wife and family and I have greatly benefited by taking Serocalcin last winter and consider that it is all that you claim for it as a warder-off of colds.

I have myself been greatly benefited and I may say, completely cured of virulent coryza which used to be almost constant. Serocalcin has been most effective in keeping me free from colds, and my wife swears by it.

I do not want my name mentioned so you can, if you use this letter, call me a " Medical Practitioner."

Signed, . . . M.D.

I tried Serocalcin last September on my three school children. Result—only one slight cold among the lot. Worth another course this February, I think.

Signed, . . . M.A., M.D.

It gives me the greatest of pleasure to tell you that your Serocalcin tablets are the greatest boon to all those to whom I have prescribed them. Not one of my patients would be without them. I myself never have a cold, but, if there is the slightest suspicion of one I only need to take three tablets and that is sufficient.

My patients themselves recommend them to all their friends. One who was in a sanatorium for a year with definite T.B. came to me on her return home and asked if I could give her anything to keep colds away. I gave her Serocalcin and she was without a cold for more than nine months although she had to take more than the 60 you advocate. I myself have not found 60 enough without the extra three when I feel doubtful about a cold coming on, but who could object to that ?

I cannot speak too highly of them.

Signed, . . . M.B., Ch.B.

I am afraid that I personally am very susceptible to colds.

I was quite free whilst taking the prophylactic dose but three weeks later started a cold. I therefore took the curative dose, the cold cleared up quicker than usual.

Since then when I have felt that I was starting with a cold I have used Serocalcin and have aborted the attack. I have been much freer this winter than I have been for a long time.

I have recommended them to several patients.

Signed . . . M.R.C.S., L.R.C.P.

I am fully convinced of the efficacy of Serocalcin and always have some in the house for my own family. My boy at a public school gets, or used to get, dreadful colds, ending up with bronchial catarrh and profuse sputum, and he always goes back to school armed with a box of tablets as a preventative. It also cures his cold, even if one has started. My colds are also formidable, usually (without tablets) lasting a fortnight or more and making me feel really ill, but if I start with nine tablets a day at the onset, the cold is gone in two days. Congratulations on a really good protective and remedy.

Signed, . . . M.B.

What the Public says about Serocalcin

In early October my wife, two children and myself took the preventive treatment of two tablets daily for thirty days. None of us had a cold until March—my son took a slight cold and this cleared up in two days by taking nine tablets of Serocalcin a day. This is by far the best record we have ever had. Neither my wife nor myself have been without a cold for more years than we can remember.

Also, I should say that my daughter and one other girl took the preventive treatment and were the only two girls in their school who did not catch cold all winter long.

I know of three other families who have had marked success with Serocalcin.

You are free to use this letter for whatever purpose you think fit.

Signed, R.H.

It may interest you to know that two other members of my crew, as well as myself, have been entirely free from colds ever since February of this year, when the three of us took the regular Serocalcin course of 60 tablets. We appreciate this immunity, as colds are extremely annoying to men engaged in flying duties and sometimes cause serious complications, such as split eardrums and sinus trouble.

Our supply of the tablets is exhausted and we wish to take another course of them before the winter sets in.

Signed, . . . J.E.K., F/Lt.

I thank you very much for you letter and box of Serocalcin tablets, also copy of pamphlet. They are really wonderful tablets, and invaluable for children.

Signed, (Mrs.) H.D.

Although I have never written a testimonial to a manufacturer of pharmaceutical products in my life, I feel, however, that I must, now that winter is well behind us and that the

treacherous period of spring has past, write and tell you how very grateful I am for your Serocalcin.

This is the first winter for many years during which I have been entirely free from colds and other similar complaints. We have had no central heating at all for the first time since we came to live here 5 years ago and I attribute my immunity from chills entirely to your product. Last autumn I took the preventive treatment for 30 days and whenever I felt the slightest symptom of an approaching chill such as sneezing or a slight sore throat I took 9 tablets in the course of a day and this treatment stopped the incipient cold immediately. I am 63 years of age and a cripple and therefore more liable than most people to colds.

I am very grateful to you, you are at liberty to use this letter as you wish.

Signed, . . . N.S.R., O.B.E.

This is to inform you that your treatment for the prevention and cure of colds is in my experience the only sure and simple one obtainable. This testimony is endorsed by several of my shipmates and acquaintances who have tried it as a result of the excellent effect it has had upon myself.

A tonsillectomy two years ago only reduced the frequency with which I was overtaken by a violent cold in the head but since Serocalcin was recommended to me by a friend last year I have already used it to kill one severe cold before it could take up the customary 4 weeks residence and to prevent another at a time when the warning tickle in the nose indicated that another spasm was about due.

I shall continue to recommend your invaluable treatment.

Signed, . . . K.R.B-J., Lt.-Cmdr., R.N.

I feel it only my duty to inform you, that I have derived great benefit by taking your Serocalcin tablets.

For two years or more I was having one cold on top of another, in spite of several courses of injections from my doctor, then he recommended your tablets last January and I have been free from colds ever since. I am taking another course of them to help me over the winter.

Signed, . . . (Mrs.) E.E.S.

I take the pleasure of expressing my grateful thanks to the Company for the preparation of Serocalcin which has kept me free from colds and bronchitis during the past winter. I am 56, and every winter for 20 years past, except this last one, I have had to lay up for a month or more with bronchitis and catarrh, so that I came to dread the winter. It was therefore what seemed to me a miracle to get through a severe winter without going to hospital or having to be nursed or coddled.

Signed, . . . A.P.

I feel that I owe it to you to tell you of the great benefit I have derived from taking Serocalcin during the past winter.

Every year almost as far back as I can remember, I have suffered from severe chest colds, and as I am a school teacher, this has been a severe handicap.

However, having taken two full courses of Serocalcin, and occasional doses when I have considered it to be necessary, I have come through this winter without a single cold.

Thank you most sincerely.

Signed, . . . (Mrs.) C.B.E.

Both my wife and I, who have always been very bad and heavy sufferers with winter colds, took the course during last November and again in February and I cannot help thanking you for the remarkable relief that we both obtained. My wife had one very slight cold and I went right through the winter without a cold. It really has been remarkable.

Signed, . . . J.J.Y.

Apropos your product Serocalcin, I intend this spontaneous appreciation of its efficacy as a tribute arising from personal experience and as substantiation of your advertised claims.

Attached to the lay staff of a large and prominent Voluntary Hospital, my duties involve much travelling and exposure to weather vagaries. In consequence my share of common colds in wintertime has been substantial until last autumn when it came to my knowledge that Serocalcin was worth a trial.

That suggestion was acted upon and I have little to add except to remark that during the present winter and although subject to the same weather inclemencies as formerly, I have been free of colds.

The experience of others, colleagues, etc., to whom I recommended Serocalcin prompted them to unhesitatingly confirm the tribute herein expressed.

Signed, ... P.E.F.

I thought you might be encouraged to know how successful your tablets Serocalcin have been with my family. Two years ago my husband had influenza twice in six months, gastric and sinus, and was away from business eleven weeks. He had cold after cold. Then one day I saw your advertisement and decided to give them a trial. For a whole year now neither my husband nor small son, aged four, have had a single cold. Many times they've been threatened with them but immediately took a dose of Serocalcin and the cold was suppressed. We are not rich, and as the tablets are a little expensive, I refused to take them myself and kept them for husband and child. Three months ago I had a very bad cold which at the end of a fortnight was as

bad as ever. My husband insisted on my taking some tablets and within 24 hours the cold really had subsided and in 36 hours was completely gone. Now I always keep a large bottle in the house and when influenza or cold epidemics flourish as at present, we dose ourselves and with complete confidence know that we shall escape. Before closing must just add that my youngster has taken them in sometimes larger doses than stated, with no ill effect at all. He is only four now and has had them for a long time.

Signed, . . . (Mrs.) A.H.S.

Schools, Industrial Concerns, etc.

We promised to give you a report on the effect of the Serocalcin tablet course which we gave to our staff and employees last November.

The actual number who took the treatment was 70 girls and 83 men.

SECTION 1. There are 50 girls in this department. Only six have had colds since the treatment. In one case only did the cold last for more than three days. *No time* was lost by any of the six in question.

SECTION 2. There are 14 males in this department. At the time of commencing the treatment, three had colds, but within three days there was a decided improvement and in six days the colds were cleared.

Two developed colds in January. Additional tablets cleared the colds in two days. *Only one* out of the 14 lost time and that was 1½ days.

SECTION 3. 22 Males. Five had colds at the commencement of the treatment which soon cleared up. Nine developed colds during the treatment, which soon cleared up. *No time* was lost.

SECTION 4. 25 Males. Three developed colds. *No time* lost.

SECTION 5. 22 Males. Six developed colds. *No time* lost with one exception and in this case he was away for one day only.

Signed, . . . A. D. & Co., Ltd.

You will recollect that the boarders of . . . School and of the . . . School for Girls (which school has been evacuated to . . .)—some 285 boarders in all—were given the Serocalcin treatment in January last. The results have been most satisfactory and both the Medical Officer and myself are extremely gratified. Your claim that the treatment is successful has been completely justified, and the few cases of influenzal colds that we have had have all dispersed after two

or three days' treatment in bed. The immunity amongst the youngest children—aged 7 to 12—has been almost absolute.

Our doctor informs me that he will undoubtedly advise a repetition of the treatment in September next.

Signed, . . . J.W.S., M.A., Ph.D., *Headmaster.*

As you are aware, I prescribed Serocalcin two years running for the . . Football Club. As I am Hon. Medical Officer to the Club I have been interested in the results. Yesterday I had a talk with the trainer, who does the issuing. We are both convinced that they have succeeded in preventing and aborting the "common cold" very considerably. Indeed last season, very few players were laid up. I can confidently recommend them.

Signed, . . M.D.

I can now report the results of the trial at . . .

Issue started in September.

Of an average monthly strength of 1,810 men, 188 (10.3%), and an average of 980 women, 124 (12.6%) availed themselves of the tablets. Later, 8 persons came back, reporting that they had been so exceptionally free from colds that they wished to purchase a further supply.

The resulting figures were as follows :—

	Absent from colds	Days lost	Average days lost per Individual
Men.			
Protected 188 ...	1 (0.5%) ...	3 ...	3
Men.			
Unprotected (say) 1,650	58 (3.5%) ...	439 ...	8.1
Women.			
Protected 124 ...	5 (4%) ...	34 ...	(—) 7
Women.			
Unprotected (say) 870	41 (4.7%) ...	339 ...	8.4

I cannot explain why the figures for the men are so much better than for the women, but even in the case of the latter, the duration of disability was, on the average, less among the protected than among the unprotected. On the figures shown, I think the results certainly justify the cost to the Company.

Signed, . . . M.B., Ch.B., Medical Officer.

The writer's own experience was that colds developed on two occasions in a mild form, but additional tablets—two three times a day—cleared them away in 36 hours.

We feel that from the point of view of Welfare work, the experiment was very successful. Admittedly the winter has not been so severe, but during the month of November, the . . . factories were certainly suffering, whereas we had none away at all.

Signed, . . . H.N.B., Managing Director.

SEROCALCIN
Harwoods Laboratories Ltd.
Watford. Herts.